

Rep Order# 9799026 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 31710

Printed: 09/06/2012 4:12 PM  
Last Received: 09/06/2012 4:01 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA,FL  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer KATIE KEULEMAN  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/01/536  
Flight Dates 09/11/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

REVISED LNS 18, 20, 22  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*18	W-F	7P-730P	WHEEL	Sales Remark: V5 REVISED	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	
				V5 Program Name Change, Comment Changed								
*20	W-F	730P-8P	JEOPARDY	Sales Remark: V5 REVISED	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	
				V5 Program Name Change, Comment Changed								
*22	SA	7P-730P	WHEEL	Sales Remark: V5 REVISED	:30	\$300.00	09/15-09/15	1	1	1	\$300.00	
				V5 Program Name Change, Comment Changed								

—REPORT TOTALS—

Report Totals: 9 / \$3,100.00

—SALES MONTHLY TOTALS—

Sep 12: 49 / \$15,275.00

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Estimat# 1536  
Buyer KATIE KEULEMAN  
Phone#  
Fax#

Sales Totals: 49 / \$15,275.00  
Station Totals: 49 / \$15,275.00  
Lines not sent/rcl/d/rtrn: 0 / \$0.00

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/1/2012 - 09/17/2012  
Hiatus Weeks

---COMPETITIVE---  
Market Totals

\$218,214

CABL 0%

UNSKN 93%

WBSP 0%

WFLA 0%

WTFS 0%

WWSB 7%

---COMPETITIVE COMMENTS---  
SHARES EST

Books null  
Demos RA35+